

09/24/2013



NENA

Recommended NG9-1-1 Public Education Plan

for

Elected Officials and Decision Makers

INTRODUCTION

The purpose of this document is to assist NENA members in reaching out to local decision makers to educate them on NG9-1-1 basics and the need to address funding, legislative and regulatory issues to enable the transition to NG9-1-1.

The following best practice document can be easily adapted to fit the size and political nature of individual regions. Attached to this document are several sample educational pieces and presentations that may be utilized in any combination if desired.

Before beginning an educational program, it is important to be familiar with the budgetary and legislative/policy calendar for your region in order to provide timely information for the decision making process. Aspects of NG9-1-1 are being deployed in the very near future and it is vital for decision makers to be prepared.

RECRUIT INFLUENTIAL STAKEHOLDERS

Develop a list of potential champions in your area that will assist in promoting key messages and encouraging decision makers to support the cause.

- Find people who will champion your cause and that:
 - Know people – in other words they are influential;
 - Are willing to talk to state or national representatives;
 - Have strong ties with associations.

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EDUCATE ASSOCIATIONS

Develop a list of potential associations that can assist in encouraging decision makers to support the cause.

Research all associations that might be affected by NG9-1-1 and:

- Find out information about their conferences;
- Submit presentation proposals;
- Try to obtain free or reduced cost space in vendor hall for an NG9-1-1 booth;
- Find key members and provide them with written materials for legislative action.

EDUCATE ELECTED OFFICIALS AND LOCAL GOVERNMENT LEADERS

Identify the elected officials and local government leaders that can support the transition to NG9-1-1 and educate them.

1. Send letters of introduction via email, and request a meeting with the legislator or staff member to put a face on the 9-1-1 issues.
 - a. Follow up with a phone call verifying that they received email;
 - b. Schedule meeting with legislator or staff members to discuss the issues of NG9-1-1 and funding;
 - c. Send thank you notes.
2. Meet with elected officials, city judges, city managers, police chiefs and legislators through education, conferences, and forums.
3. One example of collateral material to take along to these meetings is included in a PDF: North Central TX Council of Governments (NCTCOG) created two tri-fold brochures to describe issues at hand regarding NG9-1-1.

One brochure is for state level officials and the issues in the state of Texas, the other brochure is geared towards informing Federal Legislative officials and the media.

4. Attend 9-1-1 Goes to Washington.



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5. Attend state 9-1-1 events.
6. Utilize national websites for information relating to NG9-1-1.
7. Create social media presence in order to assist with message distribution.
8. Monitor Twitter and other social media sites for timely information regarding NG9-1-1.